

**REMARKS/ARGUMENTS****The Final Rejection**

In the above-mentioned Final Rejection, claim 250 was rejected as failing to comply with the written description requirement; claims 166, 207, 224, 227-232, 234, 236-241, 244-248, 250, 252, 253, 256, 257, 259, 265 and 270-313 were rejected as being anticipated by U.S. Patent 4,833,122 (Doll); claims 167, 168, 208, 225 and 226 were rejected as being unpatentable over Doll in view of U.S. Patent 5,622,758 (Hollis); claims 251, 258, 264, 266 and 267 were rejected as being unpatentable over Doll; claims 233, 249, 268 and 269 were rejected as being unpatentable over Doll in view of U.S. Patent 5,842,722 (Carlson); claims 235, 242 and 243 were rejected as being unpatentable over Doll in view of U.S. Patent 4,863,772 (Cross); and claims 254, 255, 260, 261 and 264 were rejected as being unpatentable over Doll in view of U.S. Patent 4,704,317 (Hickenbotham).

In response to the Final Rejection, claims 166-168, 207-209, 224-259 and 263-313 (all of the pending claims) are cancelled without prejudice or disclaimer, and new claims 314-409 are added.

**Interview Summary**

The undersigned counsel for Applicants and Applicants' technical representative, Dr. Ronald Ugolick, thank Examiner Chevalier for the courtesies extended to them during their telephone interview of June 5, 2006. During that interview, counsel and Dr. Ugolick pointed out that the patent to Doll discloses a non-tacky adhesive (col. 4, line 51); In fact, Doll specifically says that it is desirable to have the liner sheet be non-tacky (col. 1, lines 26-29; and col. 2, lines 5-10). The Examiner agreed that Doll did not disclose or suggest a tacky liner sheet.

**Discussion of Patentability of Claims**

Independent claims 314 and 339 and dependent claims 364 and 388 include the tacky liner sheet element and thus are patentable over Doll, as the Examiner agreed during the above-mentioned telephone interview. This element is disclosed, for

example, in the subject application in paragraph [0023] where it says that "[t]he ultraremovable adhesive . . . even though it is tacky it does not stick permanently." (Emphasis added.)

Independent claims 363 and 387 and dependent claims 317, 318, 320, 341, 342, 344 and 366 include primer coat or primer coated. See, e.g., liner primer coat 860. The primer coat increases the anchorage force between the liner sheet and the ultraremovable adhesive so that the adhesive adheres to the liner sheet and follows the sheet when the printed business cards are removed therefrom.

Doll does not disclose a primer. The Final Rejection states that pressure sensitive adhesive 32 in FIG. 9 of Doll is a primer. Applicants respectfully disagree, because layers 32 and 34 can be separated. If 32 were a primer, 16, 32 and 34 would be locked together and they are not. See, e.g., col. 7, line 63 – col. 8, line 13.

Viby (WO 95/34879) also does not teach a primer, as asserted in Applicants' Amendment dated June 22, 2005 ("June 22 Amendment").

Additionally, Viby does not disclose the solid liner of independent claim 314, as explained in the June 22 Amendment.

Doll does not disclose the ultraremovable adhesive as claimed in independent claim 339 and dependent claims 316, 325, 332, 349, 356, 365, 372, 379, 389, 395 and 402. The Doll adhesive has fused particles or no adhesive particles (see col. 4, lines 57-61) and therefore provides complete contact, not partial contact. Ultraremovable adhesive is advantageous because it can be laminated dry and at room temperature. In contrast, the Doll adhesive must be laminated at an elevated temperature or wet.

Viby also does not disclose the above-discussed ultraremovable adhesive for reasons discussed in the June 22 Amendment.

Since the Doll construction is matrix stripped (col. 6, lines 32-39), Doll does not disclose a "printable business card sheet construction" as claimed in independent claims 314, 339, 363 and 387. (See, e.g., col. 6, lines 32-35, and FIG. 1.) More specifically, it does not disclose the printable business card sheet construction (which includes the matrix waste portion) with the dimensions as set forth in dependent claims 315, 340, 384 and 407. Further it does not disclose the dimensions which allow it to be

"sheet-fed through a printer or copier" as in independent claims 314, 339, 363 and 387. Rather, Doll discloses a continuous web construction, as shown in FIG. 1, and mentioned in col. 6, line 26, for example.

Doll discloses that the labels are all spaced apart from one another. (See FIGS. 1 and 2.) It does not disclose that the labels in columns abut adjacent labels in that column, as claimed in dependent claims 321-323, 345-347, 368-370 and 391-393.

Doll is specifically directed to duplicating impact printing using rupturable capsules. Thus, dependent claims 319, 330, 343, 354, 367, 377, 390 and 400 are not suggested by Doll.

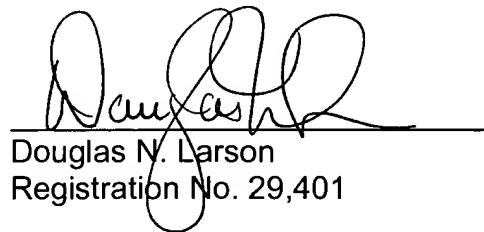
### **Concluding Remarks**

Accordingly, it is respectfully contended that all of the claims are in condition for allowance. Issuance of the Notice of Allowance at an early date is thus in order.

If there are any remaining issues, Examiner Chevalier is encouraged to telephone the below-signed counsel for Applicants at (310) 785-5384 to seek to resolve them.

The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 10-0440. Should such additional fees be associated with an extension of time, Applicants respectfully request that this paper be considered a petition therefor.

Respectfully submitted,



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